

THE TEEN ENTREPRENEUR
PROJECT 3: LOGO AND TAGLINE

Name: _____ Date: _____

LOGO AND TAGLINE WORKSHEET AND PLANNING FORM

TAGLINE WORKSHEET

1. CREATING YOUR TAGLINE

Instructions: Develop a tagline that is reflective of what your business provides. Write three different possible taglines in the spaces provided below.

Tagline #1: _____

Tagline #2: _____

Tagline #3: _____

2. CHOOSING YOUR TAGLINE

Instructions: Show the list of the three taglines you wrote above to several of your classmates and your instructor. Ask them to choose their favorite tagline. Based on the feedback you receive, decide on a final tagline to use for your business.

3. YOUR FINAL TAGLINE

Instructions: Write the tagline you have decided to use for your business in the space provided below.

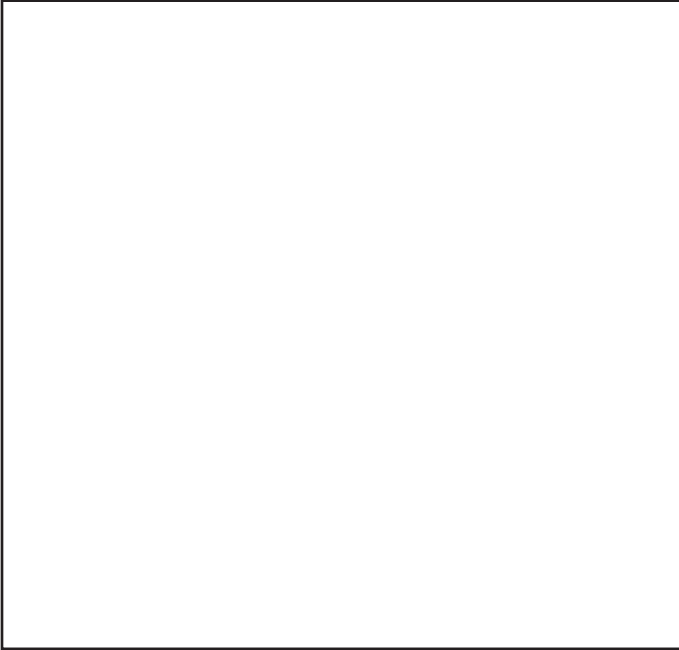
My tagline will be: _____

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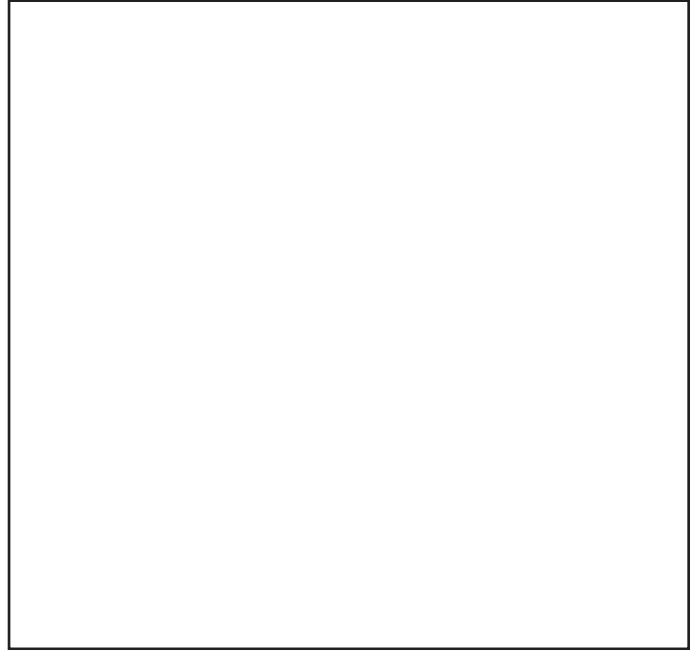
LOGO PLANNING FORM

1. SKETCHING POSSIBLE LOGO DESIGNS

Instructions: Using the boxes provided below, sketch three different possible logo designs for your business. Be sure that your logo includes your company's tagline.



Logo #1



Logo #2



Logo #3

2. CHOOSING YOUR LOGO

Instructions: Show the three logos you designed above to several of your classmates and your instructor. Ask them to choose their favorite logo. Based on the feedback you receive, decide on a final logo to use for your business. Circle the logo you selected.